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This application is a Continuation of U.S. Patent Application, Serial No. 09/229,490, filed January 11, 1999 and entitled "DUAL PORT INTERACTIVE MEDIA SYSTEM," (Atty. Dkt. No. PHL-24,861); which is a Continuation-In-Part of U.S. Patent Application, Serial No. 08/510,900, filed August 3, 1995 and entitled

5 "TELEPHONE-BASED INTERACTIVE BROADCAST OR CABLE RADIO OR TELEVISION METHODS AND APPARATUS," now U.S. Patent No. 5,907,793 issued May 25, 1999; which is a Continuation-In-Part of U.S. Patent Application, Serial No. 08/127,140, filed September 27, 1993, abandoned, and entitled "APPARATUS OR

10 DEVICE AND SEVERAL PROCESSES FOR AN INTERACTIVE RADIO COMMUNICATIONS SERVICE;" which is a Continuation-In-Part of U.S. Patent Application, Serial No. 07/877,078, filed May 1, 1992, abandoned, and entitled "INTERACTIVE RADIO COMMUNICATIONS."

IN THE SUMMARY OF THE INVENTION

Please delete the entire Summary of the Invention in the present application, and insert therefor:

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~~The~~ The present invention disclosed and claimed herein comprises a method for retrieving product information including at least product/service identification or description and related to a commercial event and associated with a remote location on a communications network. A receiver is operable to receive at a user location a broadcast including a data set associated with the product information. The data set is extract from a non-video portion of the broadcast in an extracting system. A connection device is provided to connect the user location to the remote location on the network in response to extracting the data set to enable retrieval of the product information from